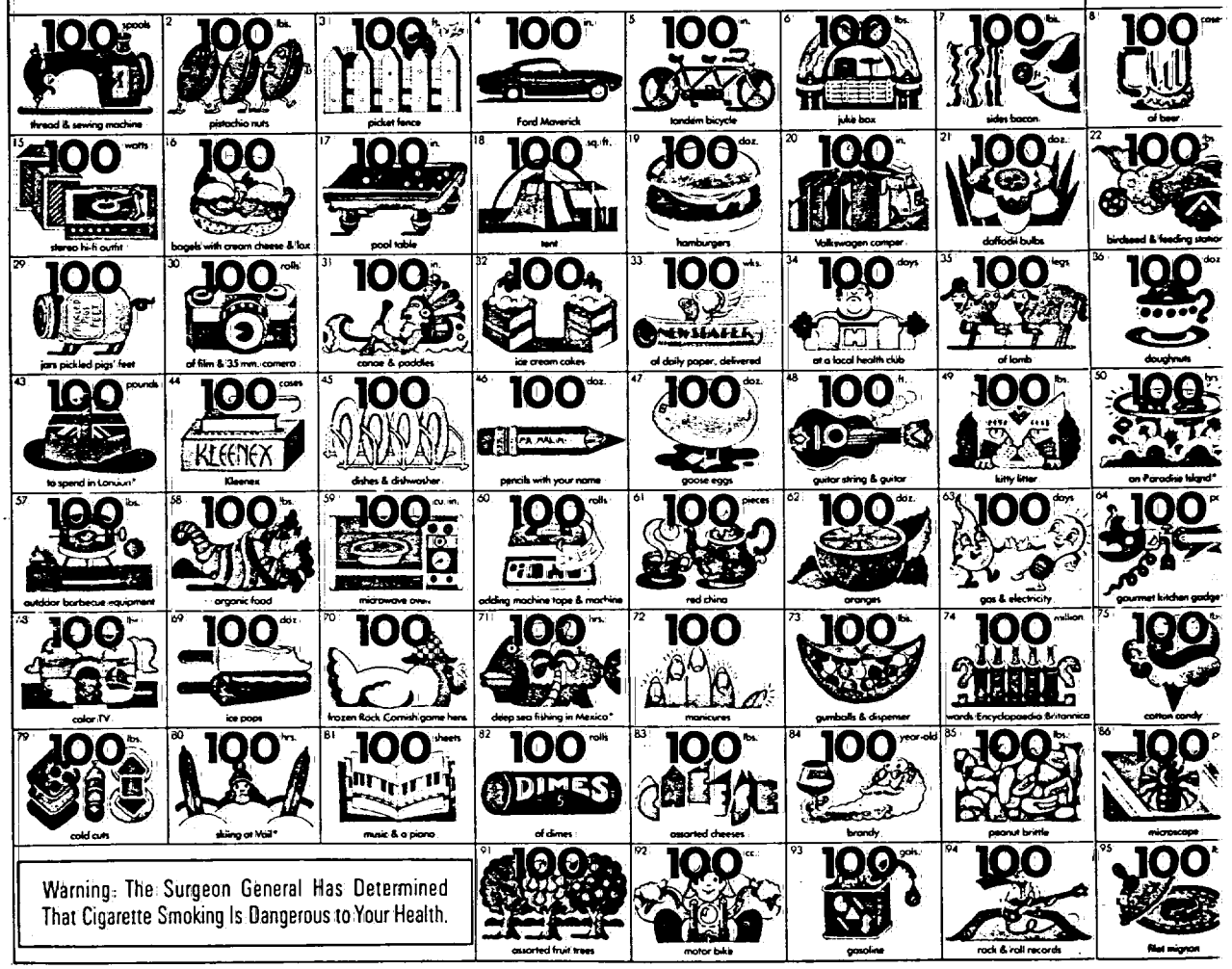
100 new sweepstakes from Benson & Hedges 100's.

Once again, we've gone for broke to let you pick what you want to win.



Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

REGULAR: 19 mg. "tar," 1.4 mg. nicotine, MENTHOL: 20 mg. "tar," 1.4 mg. nicotine, av. per cigarette, FTC Report, Apr. '72.

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from 00's.

want to win.

You decide what it is you want and enter the appropriate sweepstakes.

Once again, we offer a car. And, this time, also a camper. A bicycle built for two. A canoe of your own to paddle. A waterbed. Half a dozen trips. And 89 more choices from picket fencing to pickled pigs' feet.

In any case, any winner may change his mind and ask for 100 ft. of dollar bills ($200) instead.

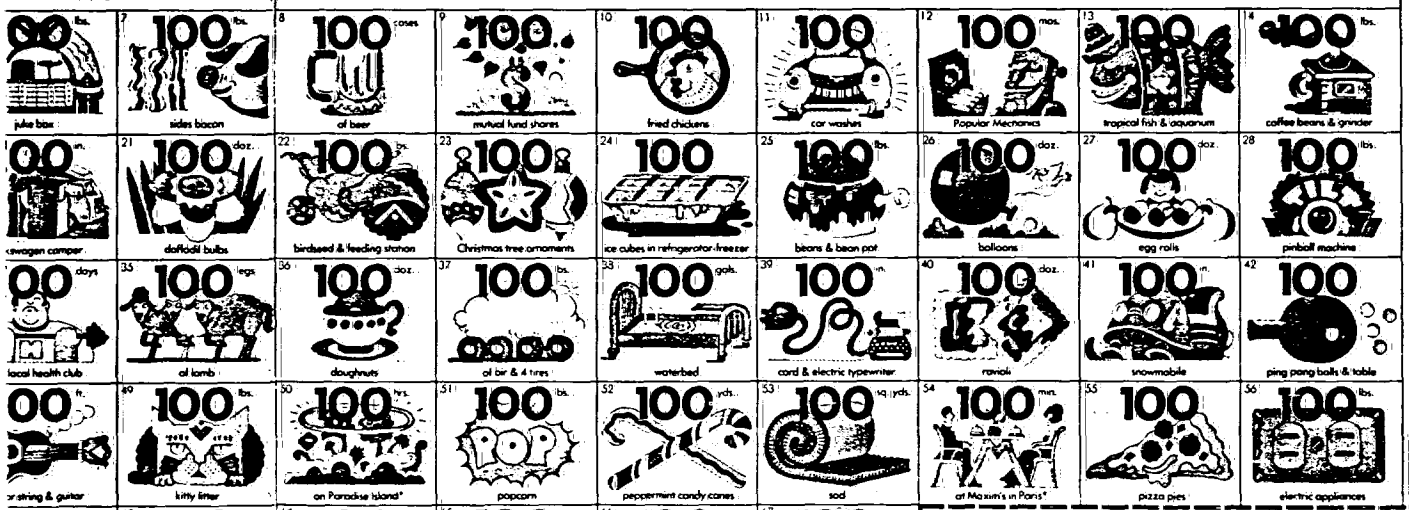
Each of our 100 winners will receive a letter explaining exactly what his prize includes, what choice he has (if any) of style or color or flavor, and what options there are on deliveries of perishable goods.

Please read the rules carefully and especially note that each sweepstakes must be entered individually, with each entry mailed separately in its own envelope, and the sweepstakes number in the lower left corner.

Here's hoping you'll win your favorite prize from Benson & Hedges 100's, America's favorite cigarette break.

OFFICIAL RULES—NO PURCHASE REQUIRED

1. Write the number of the sweepstakes you wish to enter in the space provided on the official entry blank, or on a plain piece of 3" x 5" paper.
2. Hand-print your name, address, zip code on your entry. Include with it the bottom panels from two packs of Benson & Hedges 100's, Regular or Menthol, or the words "Benson & Hedges 100's" hand-printed on a plain piece of paper.
3. Enter as often as you wish, but you may enter only one sweepstakes per entry, and each entry must be mailed separately, to: **Benson & Hedges 100's**, P.O. Box 100, N.Y., N.Y. 10046. Entries must be postmarked by February 1, 1973 and received by February 10, 1973.
4. **IMPORTANT:** You must write the number of the sweepstakes you are entering on the outside of the envelope, in the lower left-hand corner.
5. Winners will be selected in random drawings from entries for sweepstakes, by Nat'l Judging Inst., Inc., an independent judging organization, whose decisions are final. Odds of winning will be determined by the numbers of entries received for each sweepstakes. Winners may be asked to execute an affidavit of release and eligibility. All prizes will be awarded. Only one prize to a family. Liability for taxes is the sole responsibility of the individual winners. In lieu of any prize, winner may elect to receive a cash award of $200.
6. Contest open to all U.S. residents over **21 years of age**, except employees and their families of Philip Morris, Inc., its advertising agencies and Nat'l Judging Inst., Inc. This offer is subject to all federal, state and local laws. Void in Idaho, Missouri, Washington, and wherever prohibited, restricted or taxed.
7. For a list of winners, send a stamped, self-addressed envelope to BENSON & HEDGES WINNERS LIST, P.O. Box 250, New York, New York 10016.



Benson & Hedges 100's, P.O. Box 100
New York, New York 10046

At long last I've decided which sweepstakes to enter and I've carefully read the rules
The sweepstakes number is____ and the prize is____

NAME____

ADDRESS____

CITY____ STATE____ ZIP____

*Plus travel and accommodations for two.

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